MULTI-AD SERVICES, INC.™

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For 45 years, Multi-Ad Services, Inc., has provided hundreds of customers—newspapers, radio stations, ad agencies, corporations and manufacturers—with the most advanced and comprehensive retail advertising services available.

Multi-Ad has developed numerous art and layout packages providing unsurpassed versatility and resolution. Some of the products and services provided by Multi-Ad include:

Multi-Ad Creator™

**Multi-Ad Creator™:** The newest and most revolutionary ad layout package available is Multi-Ad Creator. Multi-Ad Creator combines the flexibility of a drawing program with the power of a page layout program, plus much more. Multi-Ad Creator's unique capabilities include free rotation of graphics and text, copyfitting, advanced object drawing and manipulation, 71 high-resolution PICT™ borders which can be customized with the Border Editor, Style Models, 32-bit color separations, and the ability to export PICT files for use in page layout programs.

ProArt Professional Art Library™

**ProArt Professional Art Library™:** To meet the demands of corporate communication departments and ad agencies, Multi-Ad offers ProArt art collections. ProArt Professional Art Library is easy-to-use, professionally rendered artwork in PostScript® format. Choose from twelve popular collections, including Business, Holidays, Sports, People, Food, Religious Images and Health & Medical. Each collection contains 100 high-quality images and is available on floppy disk in both Mac and PC formats. ProArt is also available as CD–ROM trilogies in both Mac and PC formats. (A trilogy is a set of three ProArt collections.)

MULTI-AD SEARCH

**Multi-Ad Search™:** Multi-Ad Search is a graphic utility program that allows users to create, catalog, manage and manipulate Macintosh®-based graphics for placement into desktop publishing programs. This application takes all of the time and effort out of organizing and indexing art files. Multi-Ad Search can catalog and retrieve existing pre-packaged art libraries or allow the user

MULTI-AD SERVICES, INC.™

You saw us at MacWorld!

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Ph. (800) 465-2127

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Multi-Ad Services began in 1946, and is an ESOP, or employee-owned, company. It employs 322 people full time with the corporate office located in Peoria, Illinois; sales offices located in Irvine, California, Detroit, Michigan, and Longueuil, Quebec; and a Training & Development Center (TDC) in Minneapolis, Minnesota.


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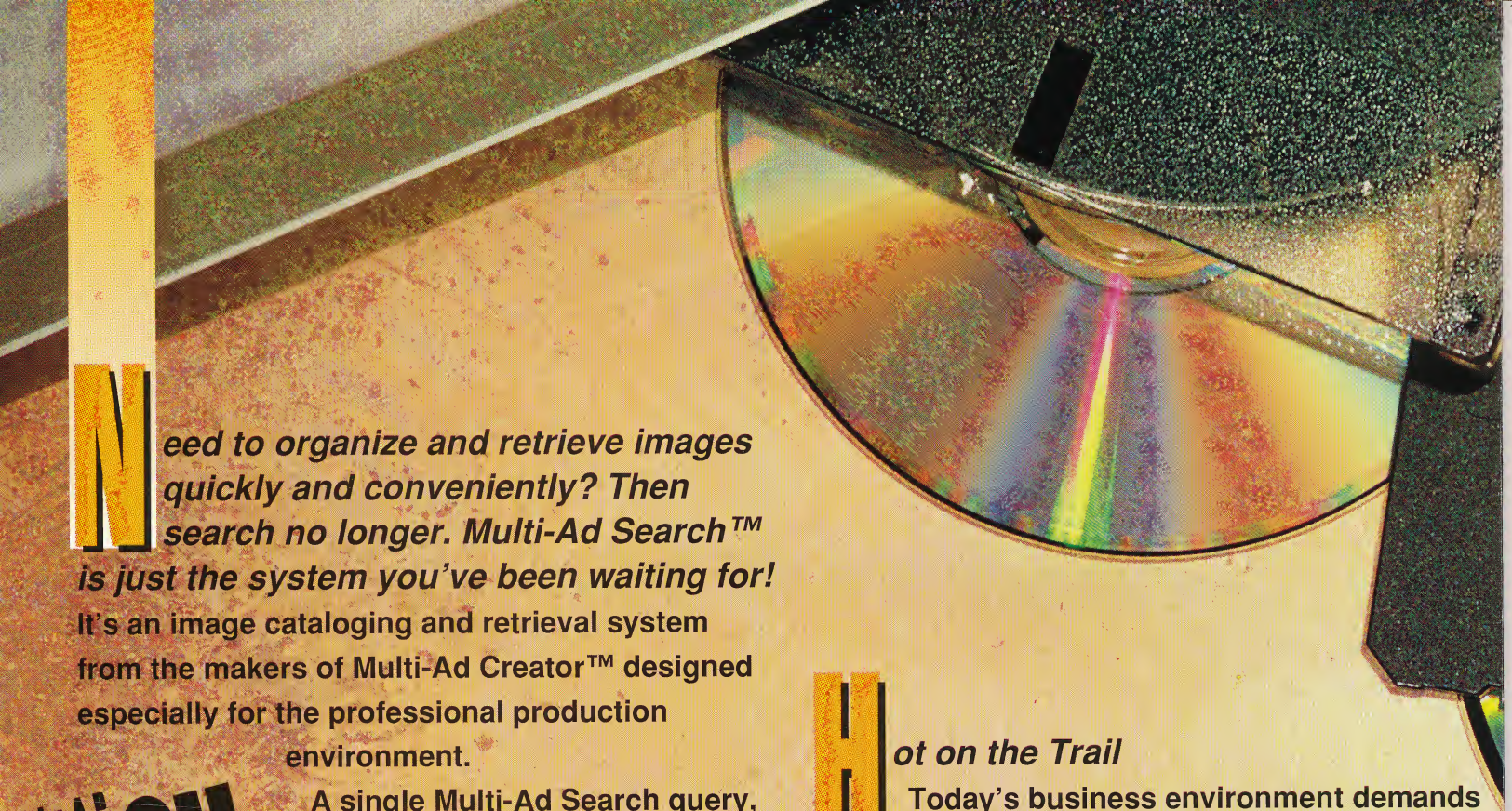
THE SEARCH IS ON!
MULTI-AD
SEARCH™
IMAGE CATALOGING AND RETRIEVAL SYSTEM



***Need to organize and retrieve images quickly and conveniently? Then search no longer. Multi-Ad Search™ is just the system you've been waiting for!***

It's an image cataloging and retrieval system from the makers of Multi-Ad Creator™ designed especially for the professional production environment.

A single Multi-Ad Search query, based on keywords, locates an image from a database—containing up to 32,000 separate images—whether it is located on a:

- Floppy Disk
- Compact Disc
- Hard Drive
- Removable Cartridge
- Optical Cartridge
- Mountable Tape

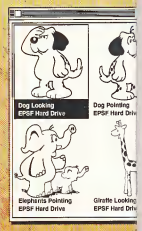
Multi-Ad Search locates the art whether disks are mounted locally or on servers, and even if the volume isn't currently mounted. Art is found no matter where it is stored (or buried!), what application created the image and whether it is a PICT™, TIFF®, RIFF, MacPaint® or EPSF™ file.

***Hot on the Trail***

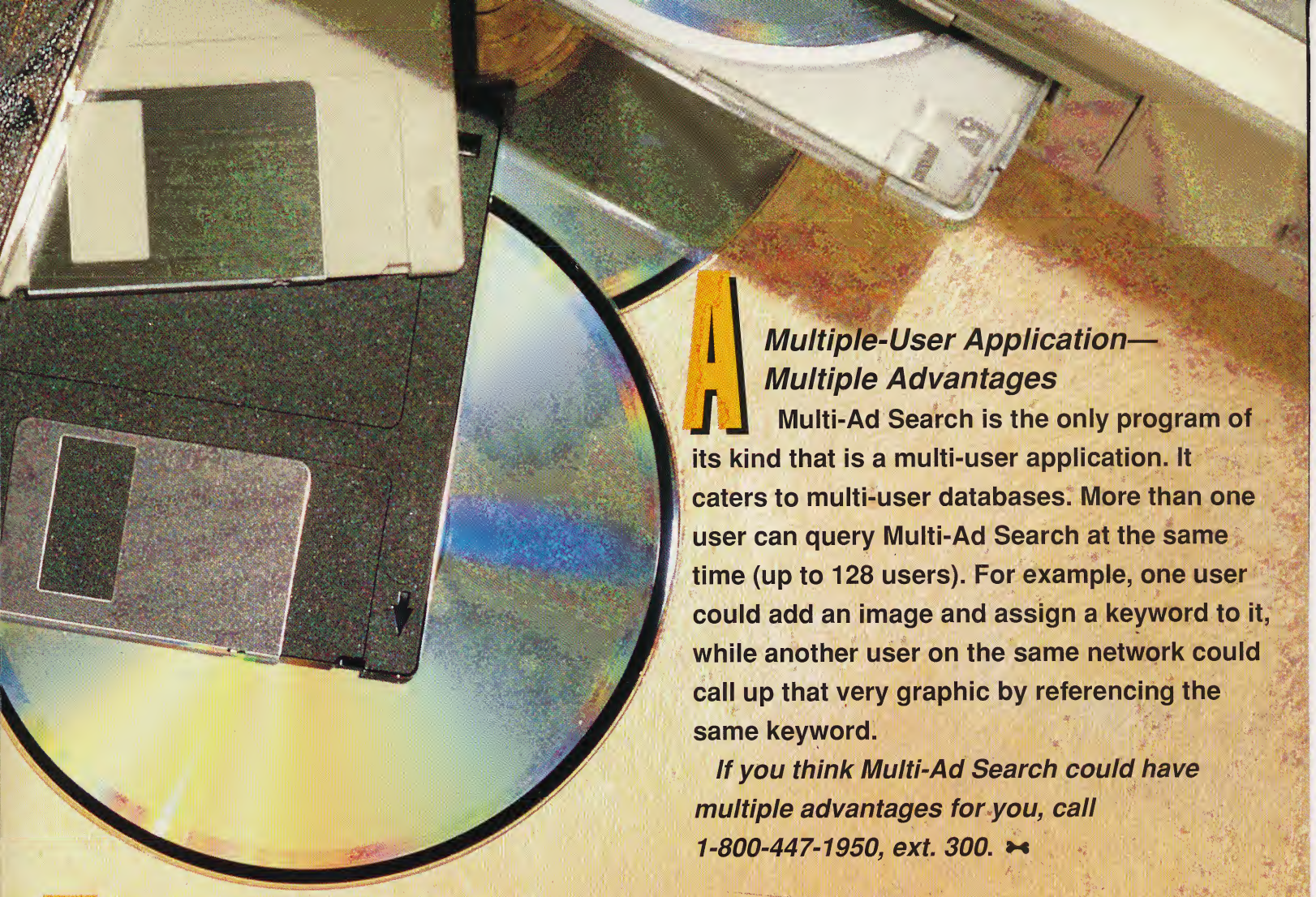
Today's business environment demands results—*now!* Multi-Ad Search delivers. Whether your search results in 5, 50 or 5,000 images, you can expect almost instantaneous display of images ready for your manipulation.

Once an image or multiple images are found, they can be previewed and printed or copied and placed in other programs. Multi-Ad Search displays anything from single-bit black-and-white images to 32-bit color images and can display multiple-color images at one time.

Because pasting images in another application can take up extensive disk space, Multi-Ad Search supports a custom clipboard format called FTCH. While giving you the same effect as pasting the whole image, the FTCH format uses a fraction of the space. QuarkXPress® 3.0 and 2.1 through the Get Search™ QuarkXtension® and Version 2.5 of Multi-Ad Creator support this format.



Brand or product names are trademarks or registered trademarks of their respective owners.



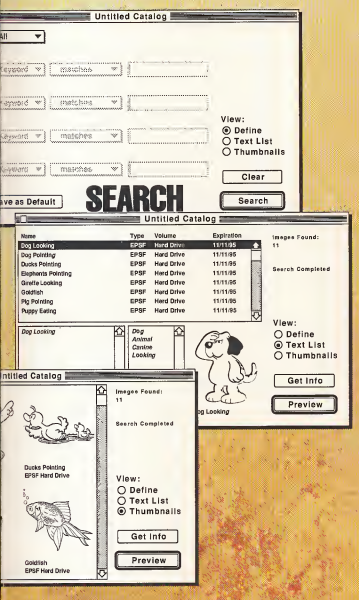
## A Multiple-User Application—Multiple Advantages

Multi-Ad Search is the only program of its kind that is a multi-user application. It caters to multi-user databases. More than one user can query Multi-Ad Search at the same time (up to 128 users). For example, one user could add an image and assign a keyword to it, while another user on the same network could call up that very graphic by referencing the same keyword.

*If you think Multi-Ad Search could have multiple advantages for you, call 1-800-447-1950, ext. 300.*

## The Whole Story

Not only does Multi-Ad Search display the image, it also provides helpful information such as:




- file name
- volume file is on
- file size
- application signature
- date file was created and last modified
- expiration date (as assigned by the manufacturer)
- date cataloged
- file type
- how the thumbnail is stored (black and white, color or both)

MULTI-AD SEARCH™ IS AN IMAGE CATALOGING AND RETRIEVAL SYSTEM DESIGNED ESPECIALLY FOR THE PROFESSIONAL PRODUCTION ENVIRONMENT

MULTI-USER CAPABILITIES ALLOW MORE THAN ONE USER TO SEARCH FOR IMAGES IN THE SAME CATALOG AT THE SAME TIME A SINGLE CATALOG CAN CONTAIN UP TO 32,000 IMAGES FIVE LEVELS OF SEARCH CRITERIA ALLOW USERS TO SEARCH BY ANY COMBINATION OF VOLUME, FILE TYPE, KEYWORD, FILE NAME OR EXPIRATION DATE ONCE FOUND, IMAGES CAN BE PREVIEWED, PRINTED OR COPIED PREVIEWED IMAGES MAY BE SHOWN AT 12.5%–3200% OF ACTUAL SIZE IMAGES MAY BE DISPLAYED AS THUMBNAILS OR TEXT THUMBNAILS CAN BE STORED IN COLOR AND/OR BLACK AND WHITE MULTI-AD SEARCH SUPPORTS EPSF™, TIFF®, RIFF, PICT™ AND MACPAINT® FILE FORMAT

IMAGE INFORMATION INCLUDES FILE NAME AND SIZE, LOCATION, APPLICATION CREATED IN, DATE CREATED AND MODIFIED, EXPIRATION DATE, CATALOG DATE, FILE TYPE AND THUMBNAIL MULTIPLE WINDOW CAPABILITIES ON-LINE HYPERCARD®-BASED HELP STACK

MULTI-AD SEARCH™ IS A PRODUCT OF
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